



The Royal Baking company has four automobiles which are in constant service. The largest of them is a one and a half-ton Federal truck, which is used in Salt Lake and the surrounding territory for handling the general delivery business of the wholesale bakery to the retailers.

A White truck is used for delivering bread to groceries in Salt Lake City. This truck averages delivery from 2000 to 3000 loaves of bread daily to the various retailers who handle bread put out by the Royal Baking company Salt Lake.

George Mueller, president of the Royal Baking company, drives a Cadillac touring car. In this machine he combines business and pleasure by making business calls as well as tours and short rides about the city.

A little Ford roadster is called "the greatest car we have" by the baking company officials. It is used by the concern's salesmen in covering the territory supplied by the Royal Baking company. It travels from Rock Springs, Wyo., to Lovelocks, Nev., and from St. Anthony, Idaho, to Marysville, Utah.

Making a Hill With Three-Ton Load



The works of the Salt Lake Brewing Co. are so situated that their trucks are required to be expert hill climbers. The accompanying illustration shows a 3-ton truck starting on its daily run. This same concern operates two Packards, each with a 2-ton capacity. They are found that from a standpoint of economy and practicability the auto truck is a splendid investment.

Oakland

THE CAR WITH A CONSCIENCE

We use the best materials—you want dependability.

We incorporate only that which is necessary—you want simplicity.

We do not build a bulky car, for you want medium weight—it keeps the expense down.

We build good looking bodies—you want to be proud of the car you own.

Pours and sizes in a wide range of body designs. \$1150 to \$2800, f. o. b. factory.

For sale in Salt Lake by

Reliable Motor Car Co.

UTAH—DISTRIBUTORS—IDAHO.

65 AUTO ROW.

FAMOUS

APPERSON

"JACK RABBIT"

It is CALLED THIS because it has justly earned its reputation through service to the owners—not the boasting of some engineer who is jumping from factory to factory and building a car from parts brought in all corners of the United States.

THE FAMOUS "JACK RABBIT" CAR

Back of it two great engineers who have devoted twenty-one years to the perfection of their product.

MECHANICAL perfection has been perfect for years—better equipment can not be found in the \$5000.00 car—appointments and appearance to suit the most exacting taste.

LET US DEMONSTRATE.

Phone Wasatch 5994.

APPERSON MOTOR CAR CO., Inc.

41 SOUTH STATE STREET.

KNOWS GOOD 'BIKE' WHEN HE SEES ONE

It was a natural step for Lon Claffin, world's champion amateur motorcycle rider, to gravitate to the motorcycle business as a dealer and expert mechanic. His years of experience on the track gave him an inside view of the mechanical troubles that worry the rider of a motorcycle, and he is thus equipped to diagnose any ill of this motorcycle and prescribe the treatment that will effect a cure.

The Indian motorcycle line for Utah is handled by Mr. Claffin, who has on display in his showroom at 76 and 77 West Broadway the five models manufactured by the Indian company. Of these models one is the Honda Special, a self-starting machine with twin cylinders, two speeds, and of 7-horsepower. This machine generates a speed of from five to sixty miles an hour.

Another model is the Tourist Standard, equipped with a kick starter. It is of 7-horsepower, with two speeds and twin cylinders. Its speed is from five to sixty miles an hour.

These machines are all electrically lighted, have electric signals, and are equipped with speedometers. There is also on display on his floor the Indian Light Roadster, a single speed machine with two cylinders, generating 7-horsepower and running at a speed of from five to eighty miles an hour. The Service Model is a single speed machine, with a single cylinder, 4-horsepower, and generating a speed up to fifty miles an hour. This machine is specially adapted to city service.

In addition to his motorcycle line, Mr. Claffin handles the Iver Johnson bicycle in the various models put out by that big factory. These models are the special racing, the road racing, the truss bridge roadster and the motorcycle. The latter machine is of absolutely new design, incorporating several motorcycle features in its construction and equipment. Among these features are motorcycle handles, pedals and stand, and other minor features.

Another popular type of the Iver Johnson bicycle is the single bar roadster. Mr. Claffin has just received a carload shipment of the assorted models for spring delivery.

The accessory department of the establishment carries one of the largest stocks of accessories in the west. Virtually everything for the rider of the bicycle and the motorcycle is to be found there.

The repair shop conducted in connection with the salesroom is one of the most thoroughly equipped in the west. Power machines alone are used. The mechanical equipment is the shop is of such a character that any repair that may be required on any bicycle or motorcycle can be turned out of this shop in short order and in perfect condition.

A cylinder grinding machine sent direct from the Indian motor factory has been installed during the last few days, assuring racers that they may have cylinder repairs made for them in the shortest time possible. Charging plant has also been connected during the week, and electric storage batteries can now be recharged quickly.

GREAT IS THOR, SAYS ANDERSON

J. Louis Anderson, who has the Thor motorcycle agency for Utah, claims the distinction of being the only motorcycle rider who has made the trip on such a machine over the Midland trail to Denver, and back by way of the Overland trail. On this trip, which was made by way of the Utah desert, he claims to have given the two-speed machine the hardest usage to which a motorcycle of this type was ever subjected.

Rain fell continuously for six days during this trip, and the mud was from four to six inches in depth over the heavy grades of the Colorado Rockies. The desert sand from Wellington to Mack, Colo., which stalled many automobiles making the trip, was negotiated successfully by the seven-horsepower, two-speed Thor. The motor was used an average of seven hours each day on the low gear, with no overheating. It was on the job all the time, Mr. Anderson says. He claims the distinction also of being the only person who has ridden a motorcycle to the "C" on the mountain side northwest of Fort Douglas. This was accomplished last October on a standard stock car.

In addition to the Thor motorcycle, Mr. Anderson handles the Thor delivery van for the state. He has also the Stoll-Dream tandem, especially adapted for the use of women who wish to share in the delights of motorcycle riding. This is sometimes termed "the tonneau of the motorcycle."

The Thor machines are shown in four models. These are the four and five-horsepower models, the lightweight machines, suitable for town use, and the seven-horsepower twin, with or without two speeds. These machines are designed for general all-around work in mountain canyons and over the roughest roads that a motorcycle can traverse. The nine-horsepower "Big Baby" is designed for the fellow who wants the best. It is declared that the motor in this machine is the most perfect built anywhere. It is especially adapted to those hard fishing trips to the out-of-the-way places and for side-car work.

This machine has the heartiest clutch put on any motorcycle, and lubricates direct. It is guaranteed. Mr. Anderson says, to pick up any load under any possible condition that any motorcycle can be called upon to perform. The two-speed gear on this machine is now in its fourth season without a change in construction by virtue of original excellence of design.

BONDED AND CERTIFIED CHAUFFEURS SUPPLIED

There has been so much said and written on the subject of the importance of the driver that owners are beginning to inquire more carefully into the type of man that is to operate their vehicles. Recently in New York City the Auto Efficiency Engineering company, incorporated, with offices at 1790 Broadway, in the United States Rubber building, was formed for the express purpose of supplying competent, efficient and reliable drivers of character, in fact a clearing house between competent employees and their employers. The men supplied by them are examined and investigated along four lines as follows: Character, ability or knowledge of gas engines and parts, management of the car or truck and knowledge on automobile laws and road regulations, handling of fuel and supplies, and skill in handling the car under unusual conditions.

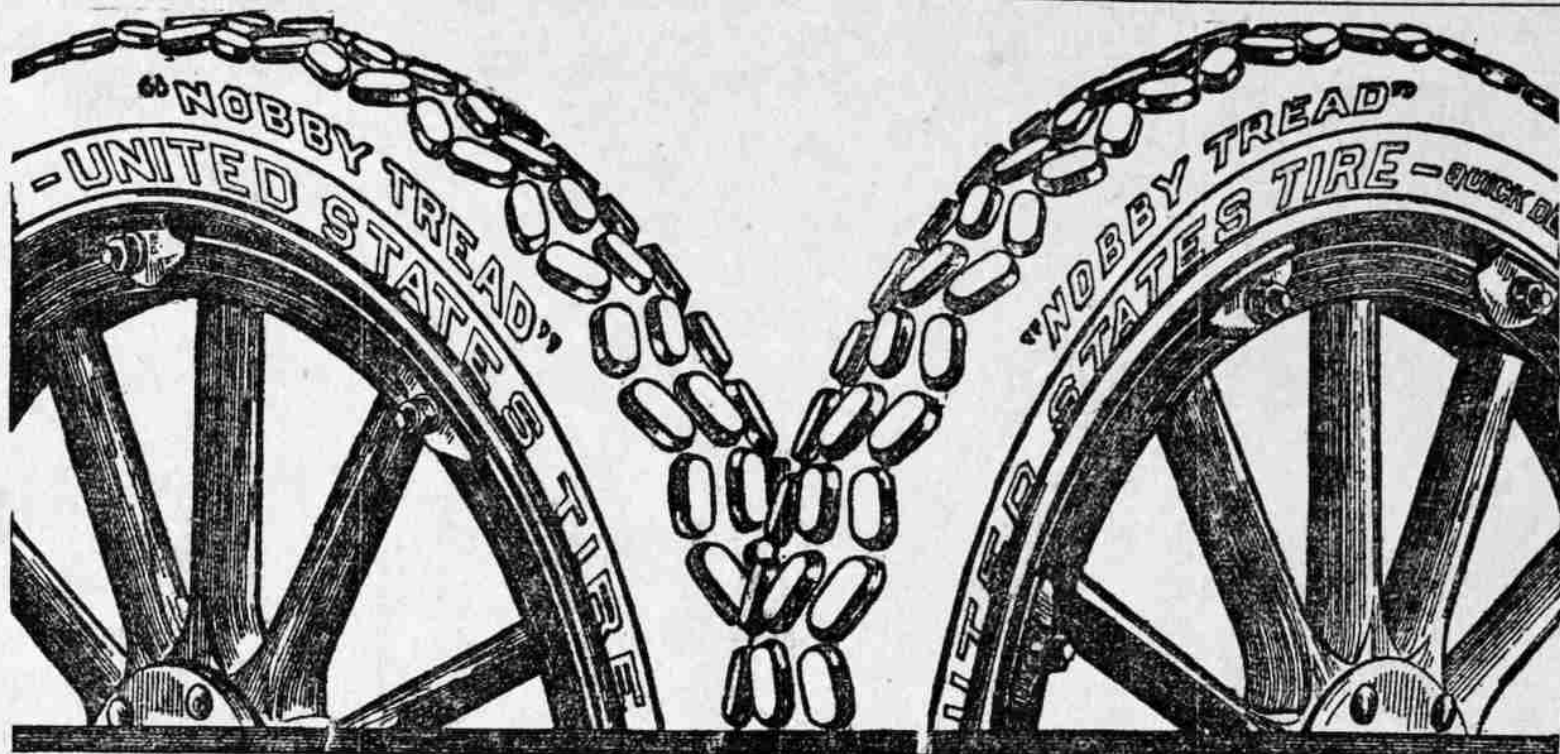
The men are given oral, written and road examinations by a board of examiners, who guarantee the reliability of the driver, and given an indemnity bond for \$500, issued by the National Surety company, guaranteeing the owners against loss through the driver, of his car, or its contents, or the property in his garage.



N. H. Bertram, Bertram Motor Supply company.



The Anderson-Taylor company finds it can give the best service in distributing groceries in wholesale quantities with the aid of a three and one-half-ton Alco truck. The firm's delivery service extends as far as Murray and the officers say that as far as reliability, economy and efficiency are concerned there is nothing to compare with truck service.



To all Owners of Private Automobiles—
To all Fire Departments—
To all Express Companies—
To all Taxicab Companies—
To all Hospital Ambulance Drivers—
To all Police Patrol Wagon Operators—
To all Department Store Traffic Managers—

To all Users of "Nobby Tread" Tires

We wish to notify you that now every "Nobby Tread" Tire in use on your automobiles or automobile equipments not only comes under our regular warranty—perfect workmanship and material—BUT any adjustments will be on a basis of

5,000 Miles

The unusual wear-resisting quality—the quantity of rubber—the quantity of fabric—the methods of construction—all have been rigidly maintained in "Nobby Tread" anti-skid Tires, and maintained regardless of cost and regardless of price competition.

Today through sheer merit alone, "Nobby Tread" Tires are the largest selling high-grade anti-skid tires in the world.

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NOTE THIS:—Dealers who sell UNITED STATES TIRES sell the best of Everything.